

**ABSTRACT OF THE DISCLOSURE**

By describing electrical program guide information in a language such as XML and then multiplexing the electrical program guide information to a broadcast signal for transmission, advertisements, images and sounds can be easily entered and various program guides can be realized. For manufacturers of receiving devices, it suffices to develop only the software for receiving, decoding and displaying received XML data. There is no need to develop the software for displaying the EPG for each type of receiving device. Thus, the number of development steps can be reduced.